

DORAL WORKPLAN POS

As you were previously advised, DORAL's general market POS has a new look designed to better communicate its price as competitive with Basic and GPC. The message, "Only The Price Is Basic," is on all revised DORAL POS. All item numbers communicated in the 1994 savings POS brochure are the same. The graphics featured in the brochure have been changed to the new look.

GENERAL MARKET POS

Open Allocation - Please order in realistic quantities.

Description	Item #	SKU Pack
DORAL Small PPD Card (2-Sided)	248404	50
DORAL Small Display Channel Strip	248349	25
DORAL Large PPD Card	248415	50
DORAL Wobbler	456855	50
DORAL Extended Large PPD Card	248371	50
DORAL Large Paster	248426	100
DORAL Large Savings Center Card	248327	50
DORAL 19" Canopy Transparency	408003	20
DORAL 7-11 Display Strip ★	248360	100
DORAL 19" Canopy Card	248437	25
DORAL PPCD Side Card	248338	50
DORAL 24" Package Merchandiser Transparency	264926	25
DORAL 24" Enhanced Canopy Transparency	264948	10
DORAL 36" Enhanced Canopy Transparency	264959	10
DORAL 28" Canopy Transparency	408014	10
DORAL 16" Package Merchandiser Card	408036	25
DORAL 24" Merchandiser Card	463503	25

★ This item was previously a DORAL shelf strip. Due to low use, the shelf strip has been replaced with the 7-11 display strip.

REGIONAL "SPECIAL OFFER" POS

Open Allocation - Please order in realistic quantities.

Description	Item #	SKU Pack
DORAL Dump Bin Riser Card	463494	25
DORAL Counter Display Riser Card	463500	25

MENTHOL POSAllocated by Sales Region

Description	Item #	SKU Pack
DORAL Large Paster	464150	50
DORAL Dump Bin Riser Card	464153	25
Extended Large PPD Card	464162	25
Extended Small PPD Card	464165	25
24" Package Merchandiser Card	464171	25

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